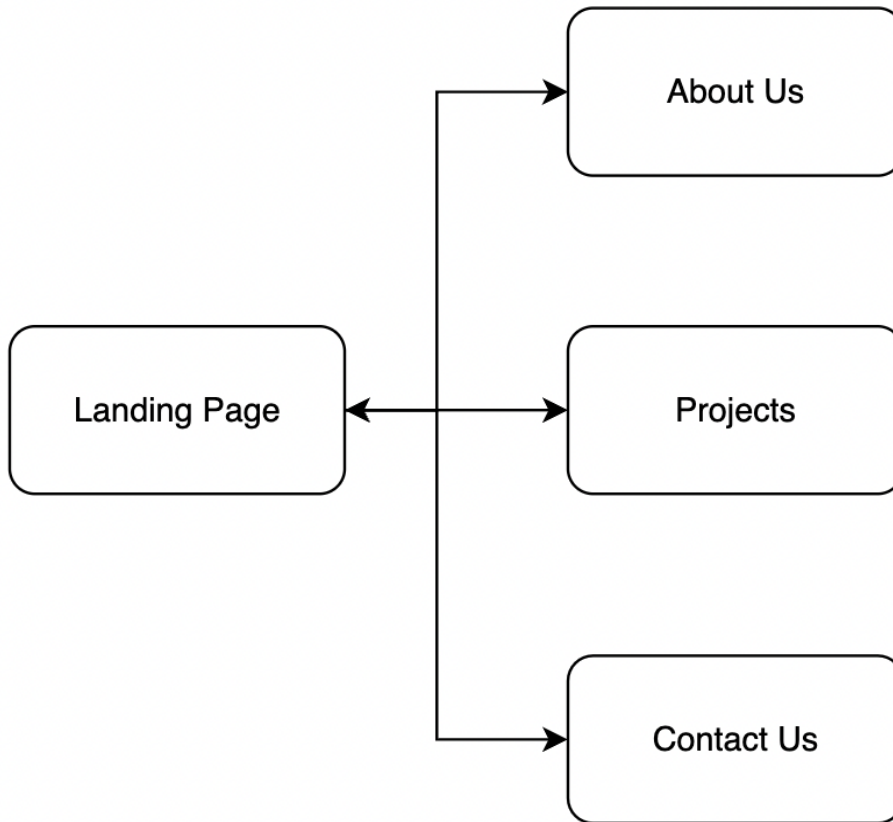


Main Theme

The website will be a landing page for a mock business called Artificial Silicon Inc. which creates software for companies. The website needs to be simple and easy to use and navigate through. The theme of the website needs to be simplicity and elegance as that's what is reflected in the software they deliver. This website needs to act as a portfolio for the company and contain details about projects, clients, and software delivery methods that they use.

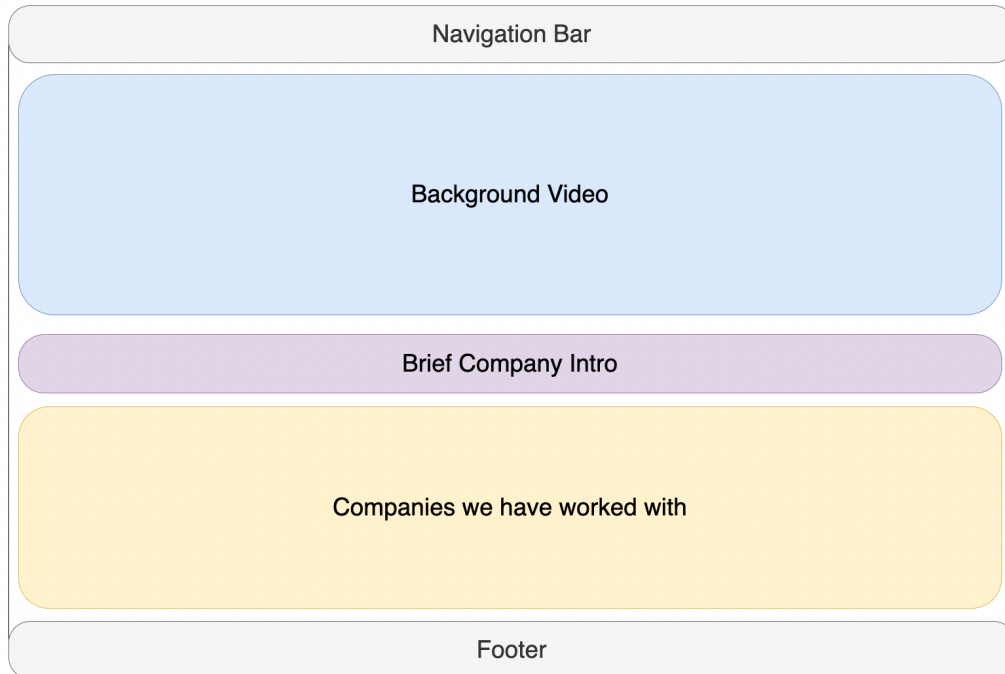
Site Map

Here is a very simple site map that contains the 4 pages along with the connections between them. You can go from any page to any other page via the navigation bar.

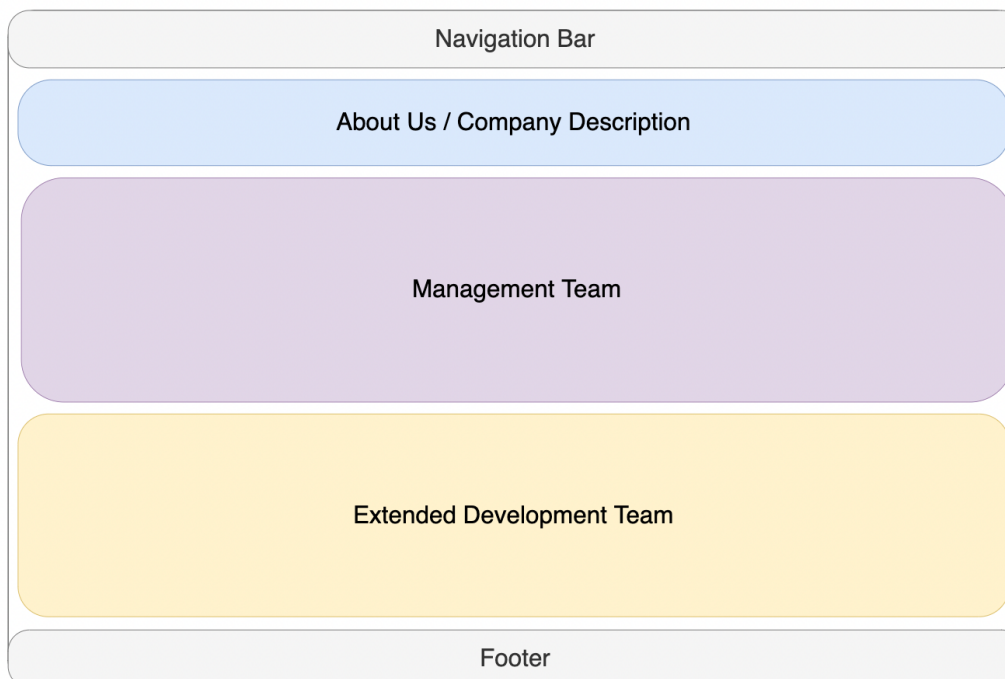


Mock-ups

Landing Page



About Us



Projects

Navigation Bar

Past Projects

Project Project Project

Project Project Project

Approach to Software Delivery

Approach Approach Approach

Footer

Contact Us

Navigation Bar

Name

Email

Request Type

Message

Submit

Footer

Personas

Persona 1

Name: Jacob Jackson

Age: 45

Profession: Product Owner @ Bell Canada

Education: Software Engineer Graduate, University of Montreal

Description: Jacob has been working for bell as a product owner for many years now. He knows the ins and outs of Bell, how they operate and what makes a team successful. He owns a specific piece of software and oversees its development and success. He is responsible for project direction, hiring new talent and team management. Jacob is very good at what he does, he has a lot of technical experience as well as people skills. Both are required if he is to be successful in this role.

Scenario 1 – Software Vendor

Jacob is looking to bring on a software vendor to help his team out with some of the work they are doing. He searches for companies online with the right amount of experience to bring on and finds our website. He sees the companies we have worked on, the previous projects we have developed, our roster of employees and is impressed. He sends us message through the website to connect with us and see how we can help his team with software development work.

Scenario 2 – Software Consultant

Jacob is undertaking a large project that involves many moving parts and new technologies he hasn't used before, like machine learning. His team is very talented and excited to take on this new project, however Jacob needs some help in defining the project direction and tips and which part of the project to tackle first. He is looking to bring on a software consultant to help his team out with planning and organization. He searches for companies online with the right amount of experience to bring on and finds our website. He sees the companies we have worked on, the previous projects we have developed, our roster of employees and is impressed. He sends us message through the website to connect with us and see how we can help his team with software consulting work.

Persona 2

Name: Mike Andrews

Age: 20

Profession: Student

Education: Software Engineering Student, University of Toronto

Description: Mike is a very smart student studying software engineering at UofT. He is passionate about software and technology and is happy with the program he chose. He has been working on some very interesting projects over the past few months and is looking for an internship position for the summer. He needs to complete 12 months of internship experience as part of his engineering degree. Mike currently has no work experience but is looking to change that in the next couple of months.

Scenario 3 – Internship Position

As Mike is looking for internship positions online, he stumbles on our website. He looks through some of the projects we have worked on and the companies we have worked with. He really likes some of the projects we developed in the past and would love to be part of similar projects. This would really add quality experience to his portfolio. He sees the “Contact Us” tab on the site and sends us an email looking for an internship position.

Persona 3

Name: Sara Savage

Age: 28

Profession: Small business owner, Coffee Shop

Education: Business Administration, York University

Description: Sara owns a small coffee shop in Mississauga, ON. The coffee shop had been in her family for 20 years and she loves working there and will soon take over the business as her parents retire. She is really putting her degree to good use by optimising many aspects of the business and maxing profits. Her parents are very proud and feel confident that she will do a great job running the shop when they retire.

Scenario 4 – Website Development

Sara is very tech savvy and is seeing that more and more people are gravitating to online reviews and online presence when deciding where to go and where to eat. Her coffee shop doesn't have a website at the moment, and she knows that she can get more customers if she establishes an online presence. She looks online for a company to develop the website for her and finds our website. She sees that we have worked with some high-profile clients but also are passionate about helping small businesses. She reaches out to us to see if we can help her develop a website for her coffee shop.

Scenario 5 – Website Design

Sara is very tech savvy and is seeing that more and more people are gravitating to online reviews and online presence when deciding where to go and where to eat. Her coffee shop doesn't have a website at the moment, and she knows that she can get more customers if she establishes an online presence. She also knows that apps like Square Space, Wix and Shopify are very popular with small businesses, however she doesn't want her website to look generic and identical to all the other small business. She looks online for a company to help her design her website and to leverage that design on Square Space. She sees that we have worked with some high-profile clients but also are passionate about helping small businesses. She reaches out to us to see if we can help her create a design a website for her coffee shop.

Scenario 6 – SEO

Sara hired a company to create a website for her coffee shop. After creating the site, she saw an initial spike in new customers, however the new customers slowed down. She also noticed that when she searches for her website on google, it doesn't show up on the first page. When she reached out to the company that developed the site for her, they said that the site is as optimised as it gets and there is nothing more they could do. She then looks online for a company to help her with her sites search engine optimization. She sees that we have worked with some high-profile clients but also are passionate about helping small businesses. She reaches out to us to see if we can help her get her website to the front page of google.

Reflection / Learning Diary

In this unit, I created a document outlining the website that I am going to create, along with the personas and scenarios of the website's visitors. I have also created a site map outlining the pages and how they are linked with one another. I also created some high-level mock-ups of each page outlining what content will be displayed along with its location on the page. I wanted to make sure that the website was simple and easy to use and navigate and most on the visitors to the site might not have enough time to go through all the pages if I had made it complex. I believe the personas, scenarios, and mock-ups went well as I have done that type of work before, however the site map was a different type of task than what I am used to. It really forces you to think of all the pages and how they are going to be linked together. Luckily for my website, I made the decision to link every page to every other page through the navigation bar to ensure ease of use and ensure the user doesn't get lost within the site.